

Salesforce.Certified Marketing Associate.by.Athony.26q

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Exam Code: Certified Marketing Associate

Exam Name: Certified Marketing Associate Exam



Exam A

QUESTION 1

The marketing team at Northern Trail Outfitters wants to include a subscriber's local weather conditions in the subject line of their email campaigns. This information is stored in the data extension used for sending. Which feature should an associate utilize?

- A. Personalization Strings
- B. Decision Splits
- C. Filter Activity

Correct Answer: A

Section:

Explanation:

Personalization strings in Salesforce Marketing Cloud are used to dynamically insert content, such as subscriber-specific data, into emails. For including a subscriber's local weather conditions in the subject line of email campaigns, personalization strings can be utilized to reference the relevant data stored in the data extension used for sending the email. This allows each email subject line to be customized with the specific weather conditions relevant to each subscriber, enhancing the personalization and relevance of the campaign.

QUESTION 2

Cloud Kicks (CK) has a very important new product launch coming up. CK has built an informative email to maximize awareness and interest. Management refused a giveaway as part of the campaign, but not deep discounts. Which potential option violates CAN-SPAM specifications on subject lines?

- A. You don't want to miss our newest product
- B. IMPORTANT: Please reply ASAP for the best deal!
- C. You may have just won a \$500 gift card!



Correct Answer: C

Section:

Explanation:

Option C, 'You may have just won a \$500 gift card!', potentially violates CAN-SPAM specifications on subject lines because it can be considered misleading or deceptive. CAN-SPAM regulations require that subject lines accurately reflect the content of the email. Misleading subject lines that imply the recipient has won a prize when this is not the case can lead to violations of these regulations, potentially resulting in penalties. It's crucial for marketing communications to be transparent and not mislead recipients about the nature of the email content.

QUESTION 3

Northern Trail Outfitters uses multiple IP addresses for email sending and needs to designate which IP address should be used. Which functionality should a marketing associate utilize?

- A. Delivery Profile
- B. Sender Profile
- C. Security Settings

Correct Answer: A

Section:

Explanation:

When Northern Trail Outfitters needs to designate which IP address should be used for email sending among multiple IP addresses, the marketing associate should utilize the Delivery Profile functionality. A Delivery Profile in Salesforce Marketing Cloud includes settings that define how emails are delivered, including the selection of the specific IP address to be used for sending. This ensures that emails are sent from the desired IP address, which

can be important for maintaining sender reputation and deliverability.

QUESTION 4

Northern Trail Outfitters has many email sends and wants to create a data extension to gather this information. Which template type will generate the email send in the data extension?

- A. Reports
- B. Data View
- C. Send Logging

Correct Answer: C

Section:

Explanation:

To gather information on many email sends and create a data extension for this purpose, the marketing associate should use the Send Logging template. Send Logging in Salesforce Marketing Cloud is a feature that captures send-time information for each email sent, including subscriber data, send data, and email content. This information is stored in a Send Logging data extension, providing a detailed record of email sends that can be used for analysis, reporting, and further segmentation.

QUESTION 5

A marketing associate needs to set up a promotional email for Cloud Kicks within the email send flow. Which CAN-SPAM classification should the associate use?

- A. Commercial
- B. Transactional
- C. Account Default

Correct Answer: A

Section:

Explanation:

For setting up a promotional email within the email send flow for Cloud Kicks, the associate should use the 'Commercial' CAN-SPAM classification. This classification is used for emails that primarily contain advertising or promotional content, which is the case for a promotional email. Using the correct classification ensures compliance with CAN-SPAM Act requirements, such as providing a clear way for recipients to opt-out of future emails and including the sender's valid physical postal address in the email.

QUESTION 6

Northern Trail Outfitters (NTO) has multiple divisions and brands and is planning to use Marketing Cloud Engagement. How would NTO benefit from using multiple business units in Marketing Cloud?

- A. By restricting access to NTO's brand-specific content
- B. By eliminating the need for user roles and permissions
- C. By limiting the creation of new items for NTO's campaigns

Correct Answer: A

Section:

Explanation:

Using multiple business units in Marketing Cloud allows Northern Trail Outfitters (NTO) to manage its multiple divisions and brands more effectively by restricting access to brand-specific content. Each business unit can be set up to represent a different brand or division, with its own content, subscribers, and user permissions. This organizational structure ensures that marketing initiatives remain distinct and relevant to each brand, while also maintaining data integrity and security by controlling user access to specific business units and their associated content.

QUESTION 7



A marketing associate at Cloud Kicks sends a weekly email campaign about special events to its customers. They want to ensure that customers can opt- out of emails if they no longer want to receive this information. How should the associate accomplish this?

- A. Have customer log in to their account and update profile.
- B. Provide a postal mailing address as a minimum.
- C. Set up a footer in the email with an unsubscribe link.

Correct Answer: C

Section:

Explanation:

Providing a clear and easy way for recipients to opt-out of receiving future emails is a best practice and a legal requirement under regulations such as CAN-SPAM. Setting up a footer in the email with an unsubscribe link is a standard and effective method to allow recipients to easily remove themselves from future communications. This not only complies with legal requirements but also respects the preferences of the email recipients, potentially improving the sender's reputation and email deliverability.

QUESTION 8

A marketing associate needs to import data from a field called Is Opted In. Upon review, the data values are all either 1 or 0 values. Which data type is most appropriate for this data?

- A. Number
- B. Boolean
- C. Text

Correct Answer: B

Section:

Explanation:

For a field called 'Is Opted In' with data values of 1 or 0, the most appropriate data type is Boolean. Boolean data types are used to represent true/false values, often signified by 1 for true and 0 for false. This data type is ideal for fields that indicate a binary condition, such as whether a subscriber has opted in or out of receiving communications.

QUESTION 9

The marketing associate at Cloud Kicks is asked to compare goal attainment across three separate journeys at a glance in order to improve their marketing strategy. Which feature should the associate use?

- A. Journey History
- B. Journey Dashboard
- C. Journey Health

Correct Answer: B

Section:

Explanation:

To compare goal attainment across three separate journeys at a glance, the associate should use the Journey Dashboard feature in Salesforce Marketing Cloud. The Journey Dashboard provides a comprehensive overview of journey performance, including key metrics and goal attainment, in a visual format. This allows marketers to quickly assess the effectiveness of different journeys and make informed decisions to improve their marketing strategy.

QUESTION 10

A marketing associate at Northern Trail Outfitters is preparing to send a promotional email and needs to send a test email to a specific stakeholder. Which method should the associate use to send the email?

- A. Create a Single Send journey with two activities; the first to create a new contact for the stakeholder and the second to send out the email.

- B. Add the stakeholder's email address to a Triggered Send data extension and configure a one-off Triggered Send.
- C. Generate and preview the email in Email Studio, and manually enter the stakeholder's email address and send a test.

Correct Answer: C

Section:

Explanation:

To send a test email to a specific stakeholder, the most direct and straightforward method is to generate and preview the email in Email Studio, then manually enter the stakeholder's email address and send a test. This approach allows for a quick and efficient way to ensure that the email appears as intended before sending it out to the broader audience. It is a common practice for reviewing email designs and content with stakeholders.

QUESTION 11

Which CAN-SPAM requirements should a marketing associate be aware of in regard to unsubscribing from commercial emails?

- A. Providing a mechanism that does NOT require a subscriber to log in to unsubscribe
- B. Requiring the subscriber to complete a survey before allowing them to unsubscribe
- C. Mandating subscribers to provide a reason for opting out before allowing them to unsubscribe

Correct Answer: A

Section:

Explanation:

One of the CAN-SPAM requirements for unsubscribing from commercial emails is providing a clear and easily accessible mechanism that does not require a subscriber to log in or provide extensive information to unsubscribe. This ensures that recipients can easily opt-out of future communications if they wish, without unnecessary barriers, which is a key aspect of respecting user preferences and complying with legal standards for commercial email communications.

QUESTION 12

A marketing associate needs to create a criteria-based subset of an audience from another data extension without using structured query language (SQL). Which data extension should the associate use?

- A. Filtered Data Extension
- B. Random Data Extension
- C. Standard Data Extension

Correct Answer: A

Section:

Explanation:

A Filtered Data Extension is the best choice when a marketing associate needs to create a criteria-based subset of an audience from another data extension without using SQL. This type of data extension allows users to apply specific criteria to an existing data extension to segment the audience based on attributes or behaviors without the need for writing SQL queries. This is particularly useful for marketers who may not have SQL skills but still need to perform targeted segmentation. Salesforce Marketing Cloud provides a user-friendly interface for setting up these filters, making it an efficient way to tailor communications to specific audience segments.

QUESTION 13

Northern Trail Outfitters created a new team to oversee its marketing strategy. They want a way to categorize content by any criteria, marketing tactic, geography, and product line. What should an associate recommend?

- A. Enable content tags.
- B. Create custom folder permissions.
- C. Organize folders alphabetically.

Correct Answer: A

Section:

Explanation:

Content tags in Salesforce Marketing Cloud are designed to categorize content by various criteria, such as marketing tactics, geography, and product lines. Enabling and using content tags allows users to apply descriptive labels to content within the Marketing Cloud, making it easier to organize, search, and report on content. This feature supports a more structured and accessible content management system, which is particularly useful for teams overseeing complex marketing strategies with diverse content needs across different segments and regions.

QUESTION 14

A marketing associate needs to import a CSV file into a data extension. Which delimiter should the associate select to correctly import this file type?

- A. Tab
- B. Pipe
- C. Comma

Correct Answer: C

Section:

Explanation:

For importing a CSV (Comma-Separated Values) file into a data extension, the most appropriate delimiter is a comma. CSV files are structured with each data field separated by a comma, and each record is on a new line. When importing such files into Salesforce Marketing Cloud, selecting a comma as the delimiter ensures that the system correctly interprets the separation between individual data fields, allowing for accurate data mapping and importation into the specified data extension.

QUESTION 15

A customer complains to Cloud Kicks (CK) that they missed the seasonal sale email alerts. The customer is unsure if they unsubscribed themselves but has not received any emails from CK in the past 6 months. Where should an associate view the status of the subscriber?

- A. Synchronized Data Extensions in Contact Builder
- B. All Subscribers in Email Studio
- C. All Contacts in Contact Builder



Correct Answer: B

Section:

Explanation:

The 'All Subscribers' list in Email Studio is the centralized location within Salesforce Marketing Cloud where the status of each subscriber is maintained. This list includes details such as the subscriber's email address, status (Active, Unsubscribed, Bounced, etc.), and other relevant subscriber information. If a customer complains about not receiving emails, checking their status in the 'All Subscribers' list can provide insights into whether they have unsubscribed or if there is another issue affecting their receipt of communications.

QUESTION 16

According to GDPR principles, what is a company allowed to do after collecting personal data from a client?

- A. Retain client information after the client requests termination of the relationship.
- B. Contact the client in order to keep their personal data up to date.
- C. Sell the information to other companies for marketing purposes.

Correct Answer: B

Section:

Explanation:

Under GDPR principles, one of the key obligations for companies is to ensure that the personal data they hold is accurate and up to date. Therefore, contacting the client to verify or update their personal data is not only allowed but encouraged under GDPR. This aligns with the GDPR's accuracy principle, which states that personal data should be accurate and, where necessary, kept up to date. It is the responsibility of the data controller to take every reasonable step to ensure that personal data that is inaccurate is either erased or rectified without delay.

QUESTION 17

Northern Trail Outfitters wants to add new records to a data extension while retaining existing records during an import process. What should an associate use when importing data into a Marketing Cloud Engagement data extension?

- A. Add and update
- B. Overwrite
- C. Add only

Correct Answer: A

Section:

Explanation:

When importing data into a Marketing Cloud Engagement data extension and the goal is to add new records while retaining existing records, the 'Add and update' option should be used. This import type adds new records to the data extension and updates existing records based on the primary key or unique identifier. This ensures that the data extension is kept up-to-date without losing any existing data, making it ideal for maintaining comprehensive and current customer data sets.

QUESTION 18

Northern Trail Outfitters (NTO) wants to ensure that stale commerce data is cleared from Marketing Cloud Engagement. NTO requires that the abandoned cart data only be held for 7 days. Which feature should the marketing associate use to meet this requirement?

- A. Send Relationship
- B. Contact Delete
- C. Data Retention Policy

Correct Answer: C

Section:

Explanation:

To ensure that abandoned cart data is only held for 7 days, the marketing associate should use the Data Retention Policy feature. This feature allows for the configuration of rules that automatically delete records from a data extension after a specified period. Setting a Data Retention Policy for 7 days on the abandoned cart data extension will ensure that stale data is cleared regularly, keeping the data fresh and relevant without manual intervention.

QUESTION 19

The marketing team at Cloud Kicks notices that a critical data extension is able to be modified and deleted by anyone. What should an associate utilize to prevent users from accidentally editing or deleting these data extensions?

- A. Use Manage Data Extension Policies to prevent users from modifying or deleting this data extension.
- B. Use Roles & Permissions to set modify and delete permissions for key data extensions.
- C. Use Contact Builder to move all key data extensions into the Salesforce Data Extensions folder.

Correct Answer: B

Section:

Explanation:

To prevent users from accidentally editing or deleting critical data extensions, an associate should utilize Roles & Permissions within Salesforce Marketing Cloud. This feature allows administrators to define and assign specific permissions to different users or roles, restricting their ability to modify or delete key data extensions. By carefully managing these permissions, organizations can protect important data from unintended modifications or deletions, ensuring data integrity and security.

QUESTION 20

Northern Trail Outfitters is sending out email confirmations to customers each time their order has been received. A marketing associate has been tasked with setting up an automated Journey to fulfill this requirement. Which configuration option should the associate select to ensure this is a transactional send?



- A. Send Classification
- B. Sender Profile
- C. Delivery Profile

Correct Answer: A

Section:

Explanation:

When setting up an automated Journey to send email confirmations for received orders, the configuration option that should be selected to ensure this is a transactional send is the Send Classification. Send Classifications in Salesforce Marketing Cloud allow you to define the nature of the email, distinguishing between commercial and transactional sends. By setting the appropriate send classification, the system understands the email's purpose, ensuring compliance with email regulations and best practices for transactional communications.

QUESTION 21

The digital marketing associate at Northern Trail Outfitters is looking for self-paced learning content about Journey Builder functionality. Which resource should the associate use?

- A. Trailhead
- B. Salesforce Developer Center
- C. Salesforce Help & Training

Correct Answer: A

Section:

Explanation:

For self-paced learning content about Journey Builder functionality, the associate should use Trailhead. Trailhead is Salesforce's interactive, gamified learning platform that offers modules and trails for various Salesforce products and features, including Journey Builder. It provides a range of resources from beginner to advanced levels, making it an ideal place for digital marketing associates to learn at their own pace and enhance their skills in utilizing Journey Builder effectively.

QUESTION 22

The marketing team at Northern Trail Outfitters wants to test their new dynamic rewards template using internal team members' unique records to display their personalized data. Which option should the associate use to configure Preview and Test?

- A. Based on entire list
- B. Based on subscriber record
- C. Based on test data extension

Correct Answer: C

Section:

Explanation:

To test a new dynamic rewards template using internal team members' unique records to display personalized data, the associate should configure Preview and Test based on a test data extension. This option allows the associate to create a data extension specifically for testing purposes, populated with sample records that mimic the structure and content of the team members' data. This approach ensures that the preview and testing accurately reflect how the dynamic content will appear to recipients, facilitating a more effective review process.

QUESTION 23

Northern Trail Outfitters is using an A/B test in Email Studio to determine which version of its Marketing Cloud Engagement email has the highest click-through rate. How does the A/B test handle the winning condition?

- A. The system declares a winner of the A/B test and does not send to the remaining subscribers.
- B. The system declares a winner of the A/B test and sends to the remaining subscribers.

C. The system continues to send to both test conditions.

Correct Answer: B

Section:

Explanation:

In an A/B test within Email Studio to determine the highest click-through rate, the system declares a winner based on the predefined winning criteria (such as highest open rate, click rate, etc.) and then automatically sends the winning version to the remainder of the subscriber list that did not participate in the initial test. This ensures that the most effective email version is distributed to the largest segment of the audience, maximizing the overall performance of the campaign.

QUESTION 24

Management at Cloud Kicks is requesting to use their holiday-themed From Name when sending out sale messaging during the months of November and December. The name has already been added to the account. Where should the associate configure this setting in the email send?

- A. Define Properties
- B. Configure Delivery
- C. Review and Send

Correct Answer: A

Section:

Explanation:

To use a holiday-themed From Name when sending out sale messaging during specific months, the associate should configure this setting in the 'Define Properties' step of the email send process in Salesforce Marketing Cloud. This step allows for the customization of email properties such as the subject line, From Name, and From Email Address, enabling the associate to select the holiday-themed From Name that has been added to the account for the seasonal campaign.

QUESTION 25

A marketing associate at Cloud Kicks is tasked with creating a cloud page to capture interest around an upcoming shoe release. The page needs to be simple, mobile friendly, and functional on all modern devices and browsers.

Which type of content should the associate use?

- A. Landing Page
- B. Mobile Push Page
- C. Interactive Code Resource

Correct Answer: A

Section:

Explanation:

For creating a cloud page to capture interest around an upcoming shoe release, the associate should use a Landing Page. Landing Pages in Salesforce Marketing Cloud are designed to be mobile-friendly and functional across modern devices and browsers, providing a versatile platform for creating engaging web content. They offer a variety of templates and customization options, making it easier to design a simple yet effective page that aligns with the campaign's objectives.

QUESTION 26

Northern Trail Outfitters (NTO) wants to send a special message to subscribers who have interacted with its email messages within the same journey.

Which Journey Builder activity should NTO use to help create a segment of those subscribers?

- A. Decision Split
- B. Random Split
- C. Engagement Split

Correct Answer: C

Section:

Explanation:

To send a special message to subscribers who have interacted with its email messages within the same journey, Northern Trail Outfitters should use an Engagement Split in Journey Builder. The Engagement Split activity allows for the segmentation of subscribers based on their interactions with previous emails, such as opens or clicks. This enables the creation of a targeted segment of engaged subscribers to whom the special message can be sent, enhancing the relevance and effectiveness of the communication.

